

# AUSTRADE STRATEGY 2018–2022

## OUR ROLE

Austrade leverages the deep commercial knowledge and relationships of our international and domestic networks, and the badge of government, to deliver value for our clients and investors. We:

- › connect export-ready Australian businesses to overseas opportunities and work with them to achieve commercial outcomes
- › win productive foreign direct investment
- › promote Australian capability internationally
- › work with priority industry sectors to drive sustained long-term growth of Australian exports
- › reduce the time, cost and risk for our clients
- › provide authoritative commercial insights and information to help clients to make informed business decisions
- › inform and influence policy to support positive trade and investment outcomes
- › provide financial assistance for exporters through programs like the Export Market Development Grants scheme
- › support Australia's regional exporters through the TradeStart network
- › contribute to economic diplomacy and protect the welfare of Australians abroad through timely, responsive consular and passport services in specific locations.

## OUR CLIENTS

Austrade works with a range of clients, including:

- › Australian businesses that export or seek to export goods and services
- › Foreign businesses that buy or seek to buy goods and services from Australia
- › Foreign businesses that invest in or seek to invest in productive areas of the Australian economy

## OUR VALUES

At Austrade, we exemplify APS values – we are impartial, accountable, committed to service, ethical and respectful. We foster a workplace culture based on:

- › **Generosity of spirit** – we put trust in each other, encourage each other to flourish, grow and thrive, even when we make mistakes
- › **Innovation** – we are creative and adaptable, and we welcome and develop new ideas
- › **Collaboration** – we partner and collaborate, working together across and beyond Austrade to meet the needs of our clients
- › **Transparency** – we are open and honest in the way we work with each other, our clients.

## OUR STRATEGIC PRIORITIES 2018–2022

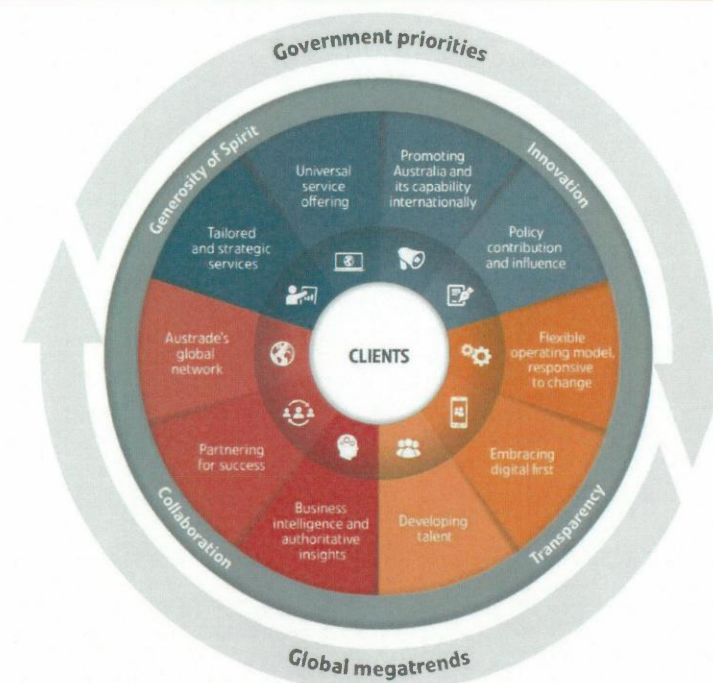
Austrade's strategic priorities focus on transforming our business and include:

- › **Strengthening client service delivery** – we will broaden our reach and value-add by developing an enhanced suite of **tailored and strategic services**, and a **universal service offering**. These will be informed by global opportunities, client needs and supported by new technology, platforms and data analytics.
- › **Partnering for success** – with our partners we will collaborate, co-design and deliver seamless export and investment services which make the most of our collective strengths and resources.
- › **Promoting Australia and its capability internationally** – we will work with partners across government and business, and the broader community to strengthen Australian positioning and promote Australian innovation and capability internationally.
- › **Expanding our policy influence** – harnessing our unique understanding of international markets and the commercial interests of our clients, we will proactively inform and influence policy.
- › **Developing talent** – we will continue to invest in the capability of our people, developing their talent and maximising their contribution to our business.
- › **Embracing digital first** – we will optimise our service delivery and operations through intuitive, client-focused, and integrated digital platforms which optimise efficiencies, information dissemination and collaboration.
- › **Enhancing our commercial intelligence capability** – we will continue to leverage the extensive knowledge and experience of our people, and further build our commercial intelligence capability to provide authoritative insight to business.
- › **Operating with agility** – we will redesign our business model to be stable at the core but flexible around the edge with strategic resource allocation, to respond to rapidly changing global dynamics and new priorities.

## OUR STRATEGIC DRIVERS

The following principles guide how we set our strategic priorities:

- › **Placing clients at the centre** of everything we do.
- › Deploying Austrade **resources where they deliver the greatest value**.
- › **Implementing government priorities**
- › **Addressing market failure**
- › Focusing on **sectors and markets**:
  - where **Australia has export capability and capacity**, and **demand exists overseas**
  - where **investment will contribute most to economic productivity**
  - which will help to **reduce risk to the Australian economy through encouraging diversification**.



## WHAT DOES SUCCESS LOOK LIKE

By 2022, Austrade will further increase its contribution to Australia's economic prosperity by:

- › **delivering valued services to a broad group of clients operating internationally**, including those in high-growth, high value-add sectors, connecting them to opportunities and helping them achieve commercial outcomes
- › **increasing investment into the most productive or potentially productive sectors of the economy**, helping to grow jobs and export opportunities, facilitate skills and knowledge transfer, and foster innovation
- › providing authoritative commercial insight as a **sought-after thought leader on international business, export and investment**, helping exporters and investors make informed business decisions, encouraging more Australian businesses to consider exporting, and contributing to supportive economic policy settings
- › **promoting Australian capability** and acting as a **centralised networking hub** for all involved in international trade and investment, helping deliver seamless services and making the most of collective knowledge and resources
- › operating as a **digital organisation with cutting-edge technology**, wide-ranging data sources, and powerful information tools
- › employing a **highly engaged, motivated and expert workforce**, with Austrade seen as an employer of choice.

